



Oana Ancuta Briciu

Creative

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Languages

English

About

BRANDS WORKED WITH

- Furaha
- Lukz
- New Wave Magazine
- Topshop

Experience



● Art Director/Photographer

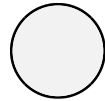
New Wave Magazine | Jul 2019 - Now

Compiled commercial shoots for musical clients, utilizing natural lighting to create high-quality images within an 4-week timeline. Graced the covers of 5 major magazines with art direction, integrating vivid concepts and styling to complement feature stories as viewed by 10k readers monthly. Styled and directed 4 visual productions, producing creative assets for 10+ artists with published content reaching over 40K viewers.

● Creative Producer

Lukz | Jan 2023 - Dec 2023

Created interactive storyboards for marketing campaigns that ran through multiple channels and integrated voice & technology platforms - generating over 200M impressions with a 40% lift rate from prior campaigns. Collaborated cross-functionally with creative and marketing teams to develop innovative presentations that adhered to the global concept, resulting in a 20% decrease in misalignment of messaging. Utilized extensive network of fashion industry professionals to source talent and resources, yielding 20% cost savings while minimizing disruption to production workflow.



● Creative Consultant

Furaha | Mar 2022 - Apr 2023

Provided specialized technical guidance to 30 clients on streamlining their tech operations and improving services, saving an estimated \$450K in budget costs. Delivered effective consultancy on marketing initiatives for 10 high-profile clients to increase brand recognition & visibility within the competitive market. Directed problem-solving workshops with 5 key stakeholders to strategize solutions which overcame unforeseen issues, including a 40% reduction in time to resolution for complex tasks.

● Sales Assistant

Topshop | Jul 2017 - Aug 2019

Education & Training

2022

● University for the Creative Arts

MA Fashion Business Management,